

The image is a title card for "Dragon Hunters". The background is a dark, textured surface with intricate, golden, swirling patterns. In the upper left, a dragon's head and neck are visible, and in the lower left, a dragon's head is shown in profile. A large, ornate, golden letter "D" is the central focus, with the word "Hunters" written in a smaller, elegant font across its base. The entire scene is illuminated with a warm, golden light, and a series of small, glowing lights are arranged in a curved path across the lower right portion of the image.

DRAGON

Hunters

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DRAGON Hunters

A family feature film in 3D animation

Directed by **Guillaume Ivernel & Arthur Qwak**

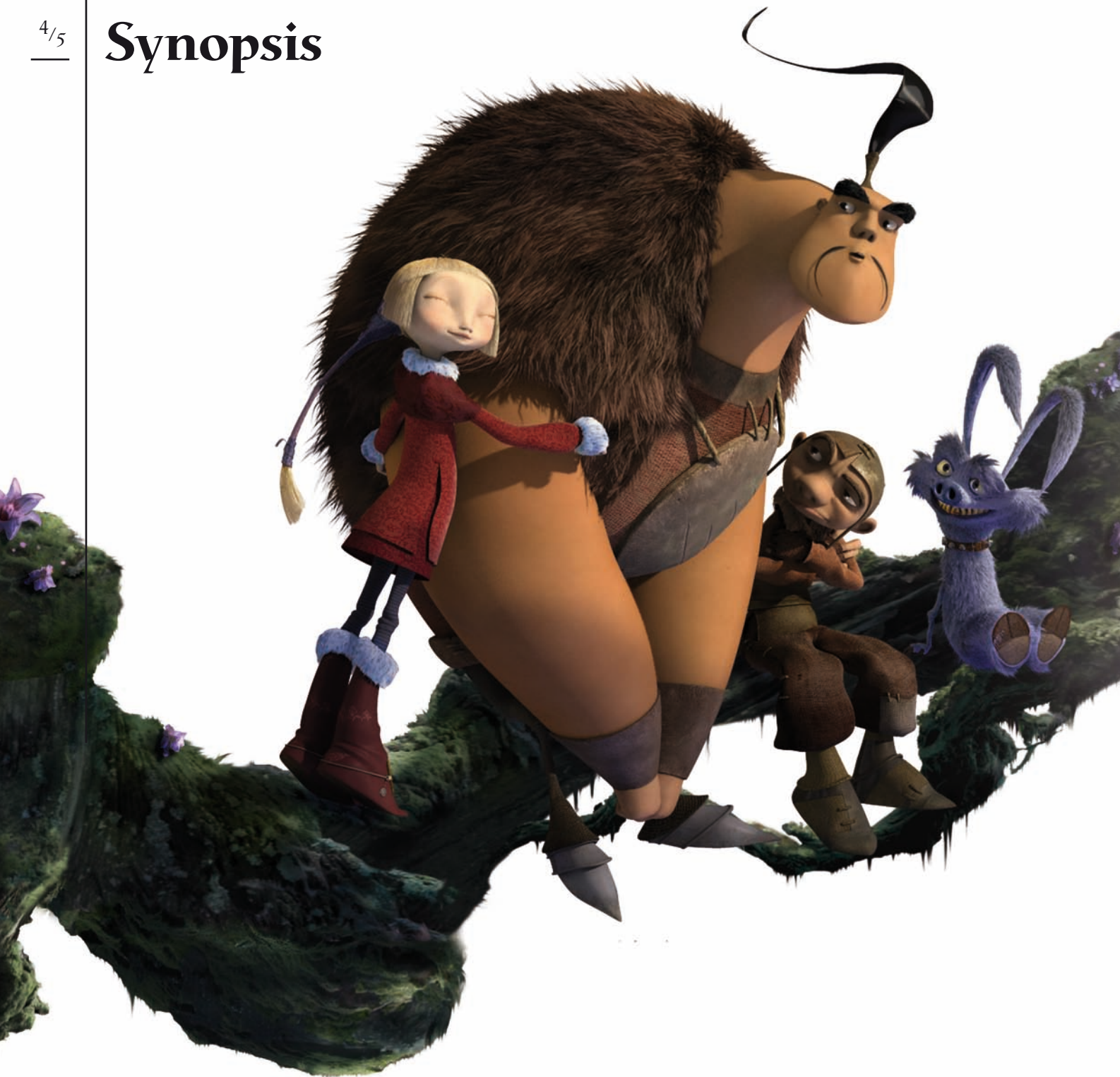
Produced by **Philippe Delarue**


Based on an original idea by **Arthur Qwak**

Character design by **Valérie Hadida**. Screenplay by **Frédéric Engel-Lenoir & Arthur Qwak**

A **FUTURIKON FILMS** production, in coproduction with **TRIXTER**, , , , and **RTL TVI**, with the participation of **CANAL+** and ,
in association with  and , with the support of CNC, Région Ile de France, Fund Luxembourg, BVF and FFF.

Synopsis





oe is a little girl who believes in fairy tales. In order to help her uncle Lord Arnold get rid of a terrible dragon, she decides she has to find some heroes like the ones she reads in her books. But instead, she meets Gwizdo and Lian-Chu, two dragon hunters whose sole ambition in life is to buy a quiet little farm and hang ten...

But so what? The little girl thinks they are the heroes of her dreams, and cunning little Gwizdo, all fired up by Lord Arnold's gold, is certainly not going to tell her the truth.

Zoe is determined to follow her heroes in their adventure. From here on, there is no turning back. And to Gwizdo's great dismay, they begin a perilous journey to the end of the world, where, still asleep, but not for long, lies the most terrifying dragon ever to have ever stalked the face of the earth: the infamous «World Gobbler»!

For Zoe, it's a dream coming true. For Gwizdo, a nightmare that can only end in disaster. Yet neither the little girl, nor Gwizdo have any idea that Lian-Chu and the World Gobbler, have met before. And they have a score to settle...

The Characters



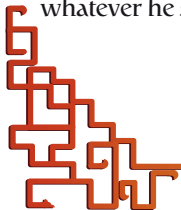
Gwizdo

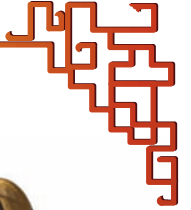
Gwizdo is the CEO of a little business enterprise, made up of him... and Lian-Chu. His biggest desire is to never have to directly confront one of these dragons but this won't stop him from continually stepping right in the mouth of danger. For Gwizdo, dragon hunting has not much to do with fairy tales. To him, knighthood, bravery or generosity have nothing to do with being out in the field. Dragon hunting is a business... A profitable business if possible, while staying alive...

Lian-Chu is a mountain of a man. He may hang low in the belly but his tree-stump arms assure him of nearly super-human strength. He is the one who slays the dragons. Underneath his appearance of a brooding, Sumo wrestler lies a very sensitive and meticulous little boy. He has retained all of the naivety and spontaneity of a child and a very secret character. We can feel an obscure mystery beneath his appearance of a simple mind. As a perfect opposite to Gwizdo Lian-Chu doesn't talk a lot but whatever he says is generally true.



Lian-Chu



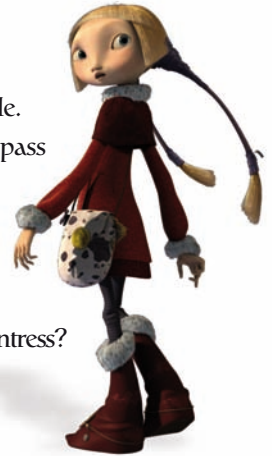


Zoe

Zoe grew up in the labyrinthine halls and corridors of her uncle, Lord Arnold's castle.

She has spent her childhood spying on the armored knights and bold warriors that pass through. She is completely mad about Silver Knight Gothik. In fact she has the complete works of his adventures in her library, and she knows them off by heart.

Zoe sees heroes everywhere and she invents the most wild and unbelievable stories. She may be just a little girl but Zoe is real, real strong... In fact there is no doubt about it: the heart and soul of a dragon hunter lies dormant inside her. Will she one day, become the first dragon huntress?



Hector

Hector is like a pet. His language is a mixture of various grunts and mumbles and words that one can only vaguely distinguish. He tracks down truffles with the same flair as he does clever dragons. But he also farts at the dinner table, pesters the girls, says bad words, hates soap (and therefore doesn't smell very good)...in a nutshell, Hector isn't someone you want to take home to meet your grandmother. But he is indispensable when it comes to hunting dragons. By the way, you should know that certain badmouths have been spreading rumors that Hector is a dragon. So he pretends he's a dog: he barks, scratches his ears with his hind paw and growls if you try and take away his bone.

Those who are sceptical still give him the benefit of the doubt...





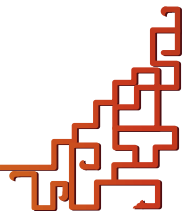
Lord Arnold

Hunchbacked and wobbly on his feet, a prisoner of his wheelchair, his eyes pasty white, Lord Arnold appears to be a very, very old man who is only hanging onto the thread of life thanks to the miracle of those magical potions Gildas serves him up. But some time ago, Arnold was a colossus of a man, and his bravery was such that he actually survived his confrontation with the World Gobbler. Yet ever since that encounter, he has been struck with the sickness of the eyes inside-out. He rants and raves with anger while waiting to meet the improbable hunters who will be able to slay the most terrible of all dragons alive. When he meets Lian-Chu and Gwizdo, Arnold feels in his creaky bones, that perhaps, just perhaps, the world is about to be saved. Perhaps...



Gildas

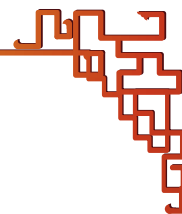
A grey complexion, raised eyebrows, frail and spindly underneath his tunic, Gildas is totally void of humor pessimistic by nature and wary of anything and anyone that nears him. But lying beneath this ice-cold veneer is a heart that still beats a bit. Gildas is like some wretched tasting medicine. You don't want to take it, but it might do you some good. Over the many long years of living in close quarters with Lord Arnold, the two men have built themselves a symbiotic relationship and are now inseparable in the face of hardship and tragedy, despite their having two very different personalities.



The Universe of Dragon Hunters

An old legend says that there are as many dragons as there are islands. Unless it's the other way around... An endless sky, spangled with stars, the world of the Dragon Hunters is made up of a myriad of islands that float in the air and are linked together by countless bridges. Each island has its own particular history, its own secrets and dragons...





Lord Arnold's Fortress

The kingdom of Lord Arnold stretches from the Transitory islands to the Western Bridge in passing through the Lush green islands. Standing majestically, Arnold's Fortress lords over the whole region and is a landmark for lost travelers. It is known far and wide for its impressive Trophy Room where one can find over 196 different species of dragon heads. This is also where Zoe spends much of her time dreaming of adventure and dragon hunting... that is until she meets Lian-Chu and Gwizdo and her dreams come true!

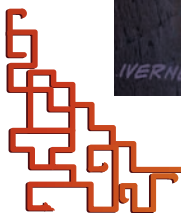


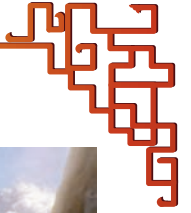


The Western Bridge

Beyond Lord Arnold's fortress, the Western Bridge opens up to the road that leads to the land that goes by the same name, starting with the grand, celestial waterfall and the vast fields of water lilies.

It is a region that one generally crosses without stopping, even the dragons don't linger. And it is where Gwizdo, Lian-Chu and Hector's journey begins, before they are joined by Zoe.





The Fields of Water Lilies

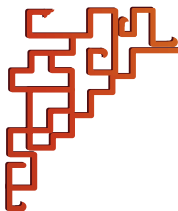
When you first see this invisible lake, covered with gigantic water lilies, bathed in the pearly light of a magical moon, you might think that this particular spot inspires calm and serenity. It is in fact here, in this place of apparent harmony that the great question that has obsessed the inhabitants





of the islands all the way to the eastern and southern tips, was first raised. A question that is linked to the very origins of the world and that can be stated thus : is it the sky that is falling, or the ground that is rising... ?





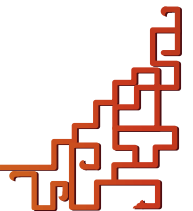
The Stinky Forest

The Stinky Forest marks the beginning of the region where men have given up settling. Deadly, fearfully frightening, the Stinky Forest especially smells really bad. The most nauseous of legends claims that this rotten smell comes from (other than the carnivorous flowers) all of the corpses that are rotting in the bowels of the forest. A very scary place that Zoe is going to have to cross and that she will remember for a long, long time...



The Jimbob Dragons' Forest

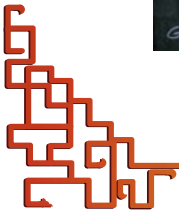
This dark and scary place is where Zoe meets Lian-Chu and Gwizdo. Having gone off to find knights in order to help her uncle slay the horrible World Gobbler, Zoe suddenly comes nose to nose with two Jimbob Dragons that have no intention of leaving her alone! A memorable chase scene begins... to have to cross and that she will remember for a long, long time...



The Great Western Wall

The Great Western Wall stands as the invisible border between the islands where men are able to live more or less tranquilly, and the world beyond where the dragons make it almost impossible to survive.

As a consequence, in front of and beyond the Great Wall, you will encounter almost every form imaginable of hungry, razor-sharp-toothed beasts.





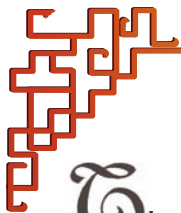
The Dragons

Lurking in all ancient worlds, awakening a fear that is older than the Bible itself, the dragon is a myth present in all societies, all cultures and traditions. Omnipresent and magical, the specter of this gigantic and elusive beast has fed the nightmares and fantasies, the fathomless imaginations and the terrors of children and adults alike since time immemorial. Symbol of our subconscious fears, of power and even of wisdom, this fabulous, terrifying and extra-ordinary creature has been a staple of literature and stories forever.



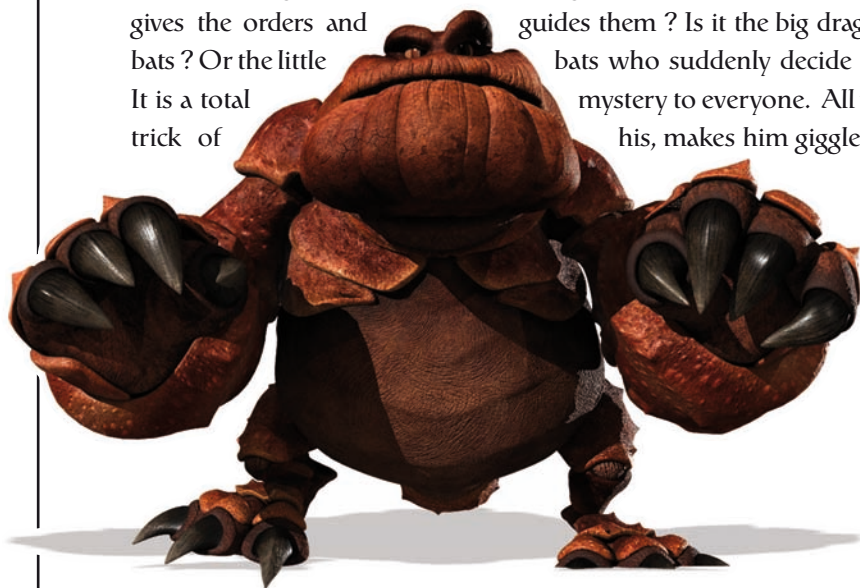
Dragon Hunters has adopted Man's imaginary creation and built an entire world around it. Here, in the world of the Dragon Hunters, dragons are everywhere. They appear at each corner, lurking in the shadows of our imagination, their ravenous appetites ready to wreak havoc. The dragon myth is reincarnated in Lian-Chu, Gwizdo and Zoe's heroic adventure, taking on multiple shapes and sizes as our heroes follow their trail.





The Silly Dragon

The Silly Dragon is surely one of the most strange and terrifying dragons that one can encounter on the islands of the world. The X-tra large version of this beast is a veritable monster with a pumpkin head. The Silly Dragon also has the incredible capacity to split up into hundreds of nasty little red bats, hell-bent on destruction. Depending on the age and the size of the silly dragon, he is capable of splitting into anywhere from 700 to 3000 infernal bats. Who gives the orders and guides them? Is it the big dragon who controls the little bats? Or the little bats who suddenly decide to form a large dragon? It is a total mystery to everyone. All we can say is that this little trick of his, makes him giggle and laugh and guffaw...



The World

Every twenty the most terrifying wakes up nothing standing except absolute, The World

The Jimbob Dragon

The Jimbob Dragon is an electrical live wire. In the real sense of the term. His shiny skin, covered with gel, makes for an excellent insulator permitting him to conserve and store electric energy that he can then activate at will. One often speaks of Jimbob Dragons in the plural because they only move around in hoards and hunt in pairs. The only way to get rid of one is to get the two Jimbob Dragons that are paired off to collide with one another.



Gobbler

seasons,
dragon alive
and leaves
in his wake,
total,
nothingness.
Gobbler...

The Farting Dragon

The Farting Dragon appreciates regions where small floating islands allow him to fly through the airs without bumping into obstacles or in areas where he can fill up with his favorite fuel : fields of kidney beans, red beans, black beans, lima beans, beans, beans, beans. He has become a master of the skies by using his finely honed art of farting. He can control the intensity and duration of his fart and fly at breathtaking speeds.

The farting dragon's fuel is inflammable and so his weak spot is where he stores the fuel. By aiming at his belly, and if the wound is serious enough, the contact of fuel with the air outside is enough to set him on fire. The farting dragon then goes into a tailspin and can no longer control his flight pattern. He crashes on the ground or explodes in mid-air.



The Mamularus

A predator with an insatiable appetite, the Mamularus can be found just about anywhere where there is anything edible. The Mamularus spends most of his time decimating fields of crops. And when he is in a particularly good mood (and still peckish) he may even eat the odd farmer.

The Mamularus' reputation is largely due to is totally disgusting and it gives off the odor of can gross out even the most hardy hunter. anything. Only long, hot pepper baths

his drool. This liquid that spills out of his mouth something that has been badly digested, which But more importantly, his drool can stick to are able to dissolve this gelatinous matter.

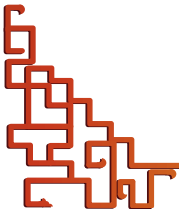


Behind the scenes

Interview with the directors – Guillaume Ivernel and Arthur Qwak

Innovative and original, reconciling the creative and aesthetic demands of film auteurs with the largest audience possible, animation is constantly re-imagining the landscape of cinema. A unique world, one that resembles no other, exceptional aesthetic demands and a powerful visual impact, Dragon Hunters is part of the great family of feature films that explore the passionate relationship audiences have with animation.

A long awaited film that is also the high point in a very unique adventure.



How did the adventure start?

Guillaume Lvernel

In the beginning, 12 years ago, Dragon Hunters was just a concept by Arthur Qwak, who had worked on the characters with Valérie Hadida. And from 4 or 5 pages of extremely rich drawings, the Dragon Hunters were born. From the comic book to the TV series and on up to the feature film, it wasn't originally conceived for any particular medium and yet turned out to be perfect for all of them...

Arthur Qwak

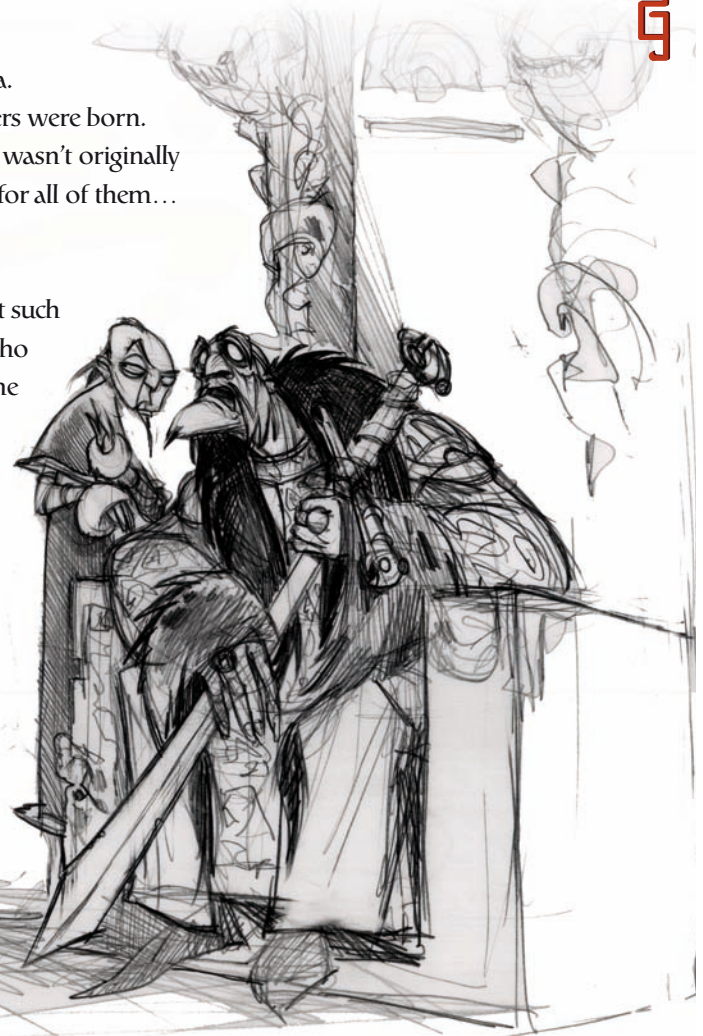
In my life as a storyteller, there have been only two occasions when I felt such potential. Stephen King considers the writer to be like an archeologist who finds the shard of a bone and whose job then consists in unearthing the entire skeleton without shattering it. That's exactly how it worked. On one hand we've got dragons who have broken free from the straightjacket of heroic fantasy or the world of magic, and on the other hand, professional hunters who are totally pragmatic. But you have to make sure not to destroy the « skeleton » during the various developments. This feature film is the culmination. We have been dreaming of it ever since we began!

Is an animated film director that different from the director of a film with « live actors » ?

Guillaume Lvernel

They have nothing in common. In animation, once the animatic and the storyboard have been finished, everything is « fixed », definitive. Your film is there, basically finished, but you then have to wait two more years before seeing the first rushes! Your emotion comes from the animated results, two or three years after everything has been decided.

You have to be incredibly sharp and sure you've made the right choices! You also have to be able to count on a dynamite team.



Do you identify yourself with one of the characters in the film ?

Arthur Qwak

All of them! When I created them, I put a bit of myself into each one of them. Identifying with just one character would be a bad sign, almost self-centered!

Guillaume Ivernel

Arthur and I are very Gwizdo/Lian-Chu, with our mixture of doubt and audacity. But especially because we share the same problems of credibility. In fact, Dragon Hunters is an autobiographical film! We're the two rogues from animation on whom millions of euros have been bet, with the mission of slaying the biggest dragon of all, when in fact we'd never faced a dragon this big! But our conviction and energy were there to carry us through, and no one ever doubted in us.

And what if you could keep only one memory from your grand adventure ?

Guillaume Ivernel

I would say...the first time I had the Dragon Hunters concept, the first completed dossier. Everything was there, we could sense the potential, it was so powerful that the title itself said it all: Dragon Hunters!

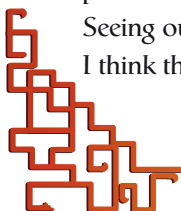
Arthur Qwak

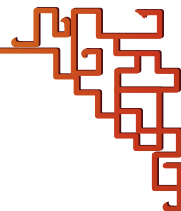
Probably after the first pilot, a short, short film that we screened in a movie theater in Annecy. The theater was packed and we were really proud of what we'd done. Seeing our creation on the big screen, in a dark theater, I think that is where it all began for me...



***François HEMMEN aka Arthur QWAK** : a talented artist and director, was the chief storyboarder for the animation feature film Asterix and the Menhir. He has directed several animated series for Canal+, TF1 and M6, and is also the author of graphic novels (Casterman editors)*

***Guillaume IVERNEL** : a well-known graphic artist and designer, was involved in Moebius's "Starwatcher" project and has worked on commercials by Jean-Pierre Jeunet. He also collaborated on animated TV series and pilots for Japanese and American productions.*





Interview with the producer – Philippe Delarue, Futurikon's CEO

How did the whole Dragon Hunters adventure start ?

Qwak had been thinking of the project for some time. We had already collaborated on another project, which was very well received. His talent was obvious. When he presented his project and showed me a few sketches, I was blown away. 24 hours later I said yes.

Did your project take on an international dimension from the start ?

When you embark on something this big you need international financing. After having seen some test shots, Bac Films associated themselves with the project, along with three foreign distributors : Belgafilms in the Benelux, DNC in Italy and Universum in Germany. From the very beginning, our project had international ambitions.

Do you feel there has been a real evolution in the audiences that are big followers of animation ?

Animation has for so long been locked into a traditional vision of things. But the proof things have evolved a lot is there. Look at the Triplets of Belleville or Azur and Asmar or Ice Age. The 20-40 year old generation is the first one to have grown up with cartoons and video games. These have become a natural means of expression for them, fully part of their imaginary world. Will Dragon Hunters be part of this evolution? We'll find out soon enough!



Created in 1996 by Philippe Delarue, Futurikon develops, produces and distributes animated films and series, documentaries and live action features. With original concepts and quality animation, several

of their animated programs very quickly reached a large and enthusiastic audience in Europe and the rest of the world : Minuscule, Kaput and Zösky, Fly Tales, The Cow the Cat and the Ocean... just to mention a few.

Interview with the composer - Klaus Badelt

In order to compose the music for a movie universe as rich and exciting as that of Dragon Hunters, it was necessary to find a composer with an enormous appetite for uncharted territories. It was Klaus Badelt, composer for Pirates of the Caribbean, Constantine or Miami Vice who without a moment's hesitation, accepted to do the music.



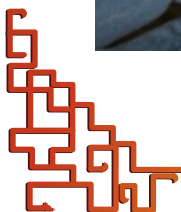
How did the Dragon Hunters adventure start ?

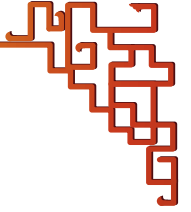
I love independent cinema, the variety of talents you meet are fascinating, and there have always been such innovative talents in France, a melting pot of remarkable craftsmen. After having worked for a long time in Hollywood, I started looking for a more personal film, and as soon as I encountered Dragon Hunters, it was clear: I had to do it. It was so far from standard Hollywood fare, not another film about a penguin...so new, so refreshing! And probably one of the most beautiful animated films I have ever seen!

What were your road markers for entering this very particular world ?

It's an action film, at times as dark as Constantine or Pirates of the Caribbean. But it was also a film with lots of humor.

I immediately considered it as a real action film, of a completely new type, and not a simple cartoon. As for references, E.T. and Alien were in my mind, but also The Iron Man! But the most important thing was that it was the story of a little girl. Zoe, the innocent little girl is my real road marker for the story. My own kids will love her and everyone will be able to identify with her.





Did you compose your music around the characters ? The action ?

I like the idea of thematics, a theme for each element, each character. So I composed a main theme, that could then be adapted throughout the film. For that, I made a list of key words: adventure, bravery, friendship, gentleness, sadness...all the elements that go to make up the film, and then I composed the music taking all of that into account.

Dragon Hunters is a very original universe, it juggles all sorts of references. Is this a handicap for a composer ?

It was a dream come true! A reality that was invented from scratch and which allowed me to use all types of music, all types of instruments, without the constraints and precautions you have to adhere to with other films! With the Dragon Hunters the sky was my limit.

Is the relation between the visual image and music even stronger in animation ?

In the United States, the relation between a film and its music is essential, and the quality of the music is really 50% of the film. There is the same respect for music in France, perhaps even more than before, and this is a real responsibility for the composer and it's important to make sure that the music fulfills its role, without being overwhelming. For the last number of years, non « live action » films have made things evolve considerably, offering new approaches to cinematic creation. One's freedom has multiplied and one's investment as a composer is that much greater.

Renowned as a composer in his native country, Klaus Badelt left Germany for the United States in 1998 upon the invitation of Hans Zimmer. He has collaborated with the Oscar winning composer on several major films (The Thin Red Line, Gladiator, Pearl Harbor...) before imposing his own personal style in a large range of films: Constantine, The Recruit, Catwoman, Poseidon, Pirates of the Caribbean-the Curse of the Black Pearl, Miami Vice...



Marketing & Promotion

1/ Promotional Material Available

In order to help distributors promote Dragon Hunters, a wide range of material is available:

- Two SYNOPSSES of the feature film (short form / long form)
- IMAGES from the feature film (50 high-resolution images of the feature film and some images of the characters)
- POSTER* of the feature film
- Dragon Hunters LOGO in the language of the territory of the local distributor*
- 2 pre-release TEASERS* and a TRAILER* are available for theatrical release, on the internet and for home-video (they can be viewed on www.dragonhunters-themovie.com)
- a LOCALIZABLE WEBSITE*: www.dragonhunters-themovie.com

To awaken the curiosity of the general audience and create a buzz for the feature film a few months before its release. This website is progressively enriched and consists of 3 different steps. The first step can be online 6-8 months before the release of the feature film, the second one 3 months before and the third one 6-8 weeks before.

Each step gives more and more goodies and information about the Dragon Hunters feature film (additional images, videos, etc.). The purpose of this online strategy is to create and progressively reinforce expectations for the feature film among the general audience. The distributors can localize this website in their local language: the computer files of the 3 steps are available (on CD).



Poster of the feature film

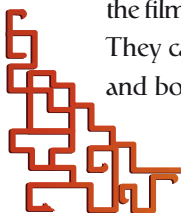


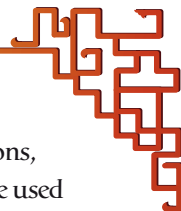
<http://www.dragonhunters-themovie.com>

- A B2B WEBSITE (<http://b2b.dragonhunters-themovie.com>) has also been created for all the distributors and partners of the film, with an access code (*Please contact Caroline Blin*).

They can find there all the information they need: images of the feature film, key artwork, international release dates and box-offices, information about merchandising licenses, etc.

(*) *please contact Caroline Blin for pricing (see Contacts page 39)*





- This DISTRIBUTION BROCHURE which includes the synopsis, a presentation of the characters, of the dragons, some interviews with the directors, producer and score composer, etc. As it can be localized and customized, it can be used by the local distributor as a press kit for the feature film. It is available on CD or Ftp.
- An Electronic Press Kit available on Betacam* with interviews of the directors, of the English cast, clips of the production process, etc.
- PICTURES showing the production process of the feature film (including pictures of the directors, the composer, etc.)

2/ International Distribution - Dragon Hunters around the World

The feature film has already been theatrically pre-sold to more than 15 countries. To date, 2000 screens of Dragon Hunters have already been scheduled for release and a total of 3000 screens is expected. It has already been successfully released in a few countries, especially in France and Russia.

Country	Distributor	Theatrical Release	Number of prints
Belgium	Belgafilm	March 26, 2008	41
Brazil	Conquest Filmes	TBC	120
China	New Niew	End of june 2008	200
Czech Republic	Hollywood Classic	April 24, 2008	24
France	Bac Films	March 26, 2008	410
Germany	Universum	April 24, 2008	Mini 400
India	Video Movie	April 2008	40
Italy	DNC	TBC	200
Mexico	Gussi	TBC	20
Middle East	Falcon Films	TBC	14
The Netherlands	Independent Films	April 24, 2008	60-80
Poland	Hagi	August, 2008	70-80
Portugal	Lusomundo	End of 2008	20-22
Russia-CIS	Luxor Group	March 20, 2008	310
Slovakia	Hollywood CE	July 17, 2008	8
Turkey	Tiglon	March 28, 2008	69



3/ A strong licensing and promotional programme

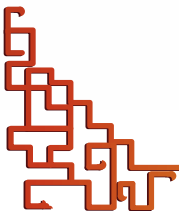
Supporting the theatrical release of the feature film, a full programme of merchandising licenses, partnerships and promotional operations has been put in place: a DS Nintendo game (Playlogic), a full publishing programme (Nathan), sticker albums (NewLinks), a partnership with a major dairy company and with a major telecommunication company (Orange), etc.

Futurikon makes sure that each distributor is able to develop merchandising licenses in its territory: through the localization of the existing merchandising licences or with new ones specific to the territory and by appointing a local merchandising agent that can be the theatrical distributor itself or a third party agent.



— Nathan Books —

Nintendo DS
Game





4/ Positioning and Targeting for the Dragon Hunters feature film

Dragon Hunters is a highly ambitious European feature film, dealing with a popular, universal theme: the Dragons! It is a film for kids 6 years old and up, as well as their parents. It also appeals to teenagers and young adults who are animation and /or heroic fantasy fans.

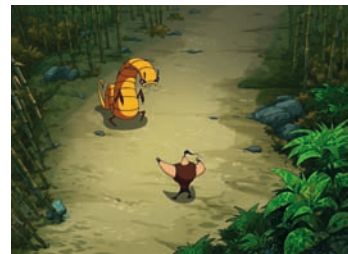
In the countries where the pre-existing Dragon Hunters TV series (52 half-hour episodes) is broadcasted, the feature film benefits from its popularity, with the fans of the TV series, eager to see the feature film.





The TV series

5/ A successful pre-existing Dragon Hunters TV series



The Dragon Hunters feature film is a prequel to the pre-existing Dragon Hunters TV series of 52 half-hour (2 seasons): it explains how it all began. The heroes of the feature film and TV series are the same and the adventure takes place in the same universe: it is made up of a myriad of islands that float in the air and are linked together by countless bridges. The TV series is very well established as it has been sold in more than 70 countries including France, Spain, Germany, Norway, Denmark, Italy, the Netherlands, the Middle-East, Switzerland, Australia, Taiwan, Malaysia, Canada, Latin America, etc. In most countries it has been broadcasted over the last 18 months. TV broadcasting of the second season has begun during first quarter of 2008 and will guarantee Dragon Hunters distributors continual exposure until at least 2009. More than 20 merchandising licenses are already in place for the TV series (publishing, toys, videogame, etc.) and a website with an on-line promotional game is available, www.dragonhunters-theseries.com

The TV series and its merchandising licenses :



Books



Comic Book



Stationery



Toys



Trading cards

etc.

6/ Case study : France



In France, the film has been released by Bac Films on 410 prints on March 26, 2008. It has reached over 600.000 admissions. In preparation to the release of the feature film, Bac Films and Futurikon have implemented the following 3 steps communication and marketing strategy:

1/ 6-8 months before the release of Dragon Hunters - "There exists another world"

Principle: to create a strong impression by starting to unveil the visually amazing universe of the film.

Implementation: first step of the website online, launch of the pre release teaser, selected communication with the press to create a buzz.

2/ 3 months before the release of Dragon Hunters - "A huge threat hangs over this world"

Principle: to create a suspense as the largest Dragon of all, The World Gobbler, is about to awaken and threatens to destroy this world....

Implementation: second step of the website online, launch of the second pre release teaser, preliminary advertising campaign online (no TV ads because they are prohibited in France).

3 / About 2 months before the release of Dragon Hunters - "Gwizdo, Lian-Chu (and Hector) accept the challenge.

They are DRAGON HUNTERS!"

Principle: introduction of a touch of comedy and adventure by showing heroes that are not exactly the saviors everyone are expected...

Implementation: final step of the website online, launch of the final trailer, press screenings, massive advertising campaign online, in theaters, with billboards, launch of promotional operations, partnerships and merchandising licences, etc.

In addition, a marketing agency (Agence Mercredì), the expertise of which in launching and promoting films is renowned throughout the film industry, has set up various partnerships and promotional operations for the film's release with telecommunication and food companies, a major youth press group, etc. A specialized PR agency (213 Communication) has been in charge of the press relation for Dragon Hunters.

The French movie stars who lent their voices to the film's characters - Vincent Lindon, Patrick Timsit and Amanda Lear - along with the directors, helped promote the movie in a variety of media (press interviews, appearances in TV shows etc).

In addition, the French broadcaster of the Dragon Hunters TV series (France 3) has been a very strong support to the release of the feature film very much ahead. France 3 has treated their audience as "forerunners", giving them exclusive information about the movie, on their internet site and on their TV channel (trailers of the feature film, TV shows, contests...). In order to reinforce the awareness of Dragon Hunters among the fans of the TV series they also rerun the first season and started the second season.

We strongly recommend you to be in touch with the local broadcaster of the Dragon Hunters TV series when relevant*. The Dragon Hunters Nintendo DS videogame and a publishing programme by Nathan also hit the market at the same time as the feature film.

* * * * *

Dragon Hunters has become **a well-established franchise and a major trademark for kids and families**, with 2 seasons of a TV series (52 half-hours episodes), a high-standard and already successful 3D family feature film and more than 25 merchandising licenses in place for the TV series and the feature film.

(*) please contact Caroline Blin (see Contacts page 39)

Technical and Artistic sheets

A film by
Screenplay by
Produced by
Coproducers

Guillaume IVERNEL & Arthur QWAK
Frédéric ENGEL-LENOIR & Arthur QWAK
Philippe DELARUE
Michael COLDEWEY
Lilian ECHE
Jacques BLED
Jean-Jacques BENHAMOU
A FUTURIKON FILMS Production

In coproduction with

TRIXTER
LUXANIMATION
MAC GUFF LIGNE
FRANCE 3 CINEMA
RTL-TVI
BELGANIM

With the participation of

CANAL+
TPS STAR

In association with

BAC FILMS
DNC ENTERTAINMENT

With the support of

REGION ILE-DE-FRANCE
CENTRE NATIONAL DE LA CINEMATOGRAPHIE
FILM FUND LUXEMBOURG
FILM FERNSEH FONDS BAYERN
BAYERISCHER BANKENFONDS

CGI Technologies and Visual Effects developed with the support of the Centre National de la Cinématographie
Developed with the support of the MEDIA Program of the European Community

LIAN-CHU
GWIZDO
ZOE
HECTOR
LORD ARNOLD
GILDAS

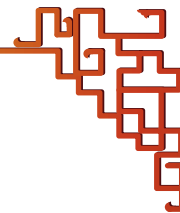
Forest WHITAKER
Rob PAULSEN
Mary MOUSER
Dave WITTENBERG
Nick JAMESON
Jess HARNELL

Score Composer

Klaus BADEL

Length : 80 minutes





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